

MIDTOWN MADISON – NEIGHBORHOOD CENTER

Madison is a suburban-Huntsville city providing shopping destinations to over 50,000 people and growing. Midtown Madison, the north end of Madison's downtown core, is a strong and growing **neighborhood center anchored by Kroger** grocery store at the intersection of Hughes Road where Old Madison Pike (east) becomes Browns Ferry Road (west). Just three (3) miles west of Huntsville's Cummings Research Park and at the heart of the Madison community, Midtown Madison has capacity to add a more intense commercial district as well as residents to this centralized location.

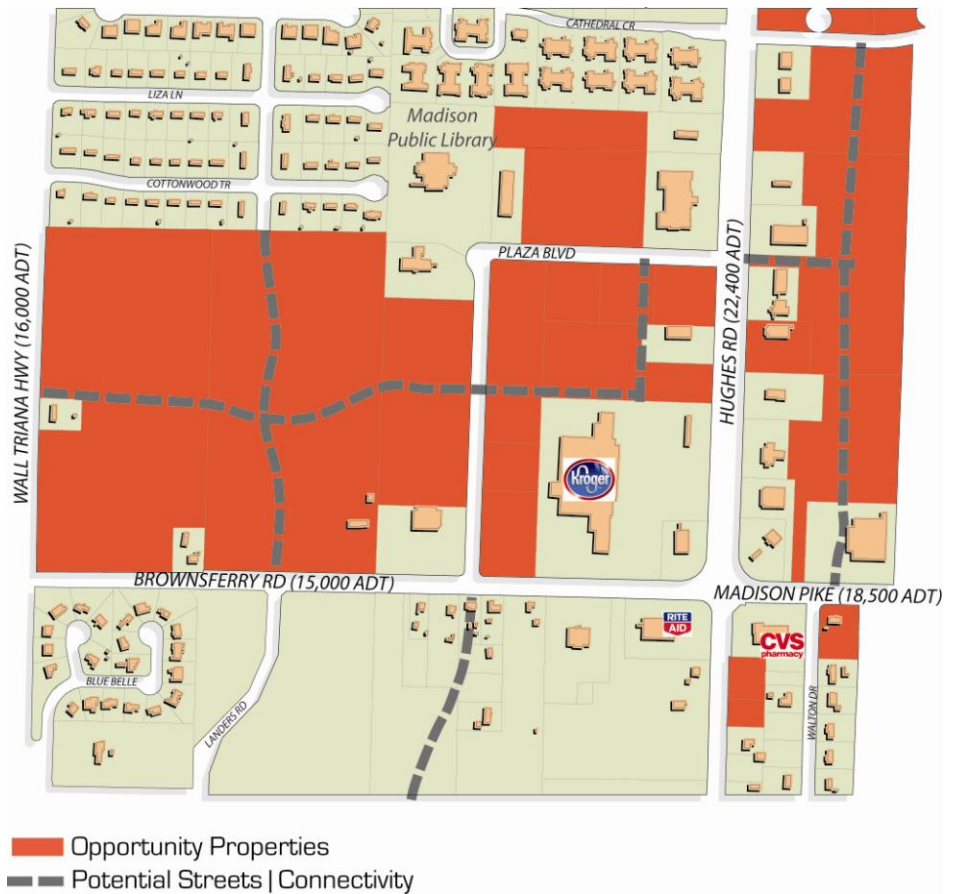
Midtown Madison includes Madison's **public library**, several **sit-down restaurants** including Applebee's, Casa Blanca, and Oh! Bryan's family restaurant. Primrose educational day care, several medical offices, fast food options, personal services, Dollar General Market, and several pharmacies are currently located in this commercial hub.

Beyond Midtown Madison to the north is Bob Jones High School, the largest high school in the state. South along Hughes Road is more shopping and convenience commercial, City Hall and Police Station, new YMCA (under construction), Insanity Skate Park, and the Madison Market Center south of Mill Road/Portal Lane which includes Benders Gym and locally famed Kenny Mango's Coffee.

Small and large tracts of land are available providing for a wide range of **possibilities** in Midtown Madison for restaurants and retail, hotels, residential, and office. Within the 3-mile ring from the Hughes Road/Browns Ferry intersection over 39,144 people live in 15,133 households with a 2009 estimated avg. household income of \$83,932. (source: STDB)

Demographics & Income	1-mile radius	3-miles radius	5-mile radius
Population	6,622	39,144	59,967
Housing Units	2,561	15,133	24,741
Median HH Income	\$64,659	\$70,692	\$63,396

Source: STDB Online



Madison offers small town advantages within a growing metropolitan region – come grow with us!

INVESTMENT OPPORTUNITIES – MIDTOWN MADISON

In this neighborhood center shopping area the City seeks to intensify retail and restaurant uses that offer daily conveniences for residents and employees alike. As investors look to add square-footage to this “bulls-eye” shopping area – the City intends to invest in additional transportation improvements including a signal at Hughes Road and Plaza Blvd. providing easier access and linking to the Kroger Plaza Centre.

As the City has continued to grow, this major crossroads at Hughes Road and Old Madison Pike/Browns Ferry Road has been bolstered by a population of over 50,000 surrounding it in a 3-mile radius. The primary goals for Midtown Madison include encouraging expansion of this neighborhood center and infill the key parcel (40± acres) at Wall Triana Highway and Browns Ferry Road. Other goals include:

- attract a small-store format hardware store;
- attract a pet store to provide convenient pet supplies for Madison’s pet-loving families;
- encourage a small to mid-size hotel to cater to family visitors, local tournament visitors, as well as those visiting nearby the research park;
- attract at least one restaurant serving breakfast to complement the existing restaurants;
- improve traffic access and circulation through road widening, new traffic signals, and other traffic moving and calming measures;
- promote interconnectivity of the existing Kroger Plaza Centre with existing and new development on Plaza Blvd. as well as with undeveloped acreage to the west to Wall Triana Highway;
- unify and strengthen the appearance of Midtown Madison, the north end of Madison’s downtown core, with appropriate building materials, pedestrian amenities, streetscape elements; and
- retain existing businesses, continue to foster the neighborhood/convenience shopping environment.

CONNECTIVITY & PARKING

Distance to area transportation/attractions

Location	Distance Miles/Minutes
International Airport	5.4 mi / 11 min
I-565	2.6 mi / 4 min
Route 72	3.3 mi / 9 min
Cummings Research Park	3 mi / 8 min
Redstone Arsenal	5.2 mi to gate / 11 min
Space & Rocket Center	7.4 mi / 14 min
Downtown Huntsville	11.2 mi / 17 min

MADISON PUBLIC LIBRARY

At the far north of Madison Station on Plaza Drive, the Madison Public Library is a branch of the Huntsville/Madison County Public Library System and provides an extensive inventory of books, CD’s, DVD’s and other media. In addition to media, the library offers workshops, book clubs, and story times scheduled throughout the week for children and adults. The facility includes a public meeting room that can support up to 70 people and also has numerous computers available for use as well as free wireless internet access.

MIDTOWN MADISON BUSINESSES *

Company Name	Business Type
Applebee’s	Sit-down dining
Bruegger’s Bagels	Fast Casual Restaurant
CVS	Pharmacy
Casa Blanca	Sit-down Casual Dining
Dollar General Market	Grocer – Discount
Domino’s Pizza	Pizza
Hallmark (Jan’s)	Gift & Card
Hollywood Video	Movie & Game Rental
Kroger	Grocer
Oh! Bryan’s Family Restaurant	Sit-down Casual Dining
Primrose School	Daycare
Regions Bank	Bank
Rite Aid	Pharmacy
Subway	Quick Service Restaurant

* National & Regional



Casa Blanca



FOR MORE INFORMATION ABOUT THE CITY OF MADISON CONTACT:

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